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PETER J. VANDENBERG & SONS

GROWERS AND DISTRIBUTORS OF QUALITY GLADIOLUS

HARDING HIGHWAY (U.S. 40) NEWFIELD, NEW JERSEY

(A MILE AWAY FROM HIGH PRICES)

SPECIAL OFFER!

1953 - 1954

Highest Quality Bulbs - Lowest Possible Prices.

DEAR CUSTOMER:

WE ARE BACK IN THE SADDLE WITH AN EXCELLENT CROP AND FINE STOCK OF THE VERY BEST VARIETIES ONLY.

GROUP 1— A SERIOUS SELECTION OF THE MOST PROMISING NEW ONES (NOT VERY MANY.) BUT JUST THE FEW WHICH WILL STAY WITH YOU: AND PAY OFF.

GROUP 2— AN ASSORTMENT OF THE BEST REAL EARLY ONES, WHICH WILL ALWAYS GIVE YOU A GOOD CHANCE TO CASH IN ON THE HIGH EARLY CUT-FLOWER MARKET IN YOUR LOCALITY.

GROUP 3— THE BEST OF THE HIGH STANDARD COMMERCIALS AT PRICES YOU CAN AFFORD.

GROUP 1

(The Most Promising Of the Newer Ones.)

“GOLD”

(The Glad With the Golden Future.)

BULB-GROWERS ! WAKE-UP ! Build up a stock of this pleasant easy growing healthy variety, for the big demand to come. There is no other yellow Glad which even approaches the deep and bright yellow of GOLD. It has all good qualities required for a market Glad.

- 1— OPENS WELL FROM TIGHT BUD.
- 2— OPENS TO THE TIP—HOLDING ITS ORIGINAL BEAUTIFUL COLOR.
- 3— GROWS TALL AND VIGOROUS, AND STANDS ABNORMAL WEATHER, AND GROWING CONDITIONS, AS WELL AS THE VARIETY SPIC & SPAN, WHICH HAS PROVEN TO BE AN ALL AROUND GOOD GLAD.
- 5— GOLD NEVER CROOKS, OR FOOLS YOU (NEITHER WILL I).
- 6— STANDS THE HEAT BEFORE CUTTING AS WELL AS AFTER BEING SHIPPED.
- 7— ITS FLORETS FEEL LIKE LEATHER.
- 8— ATTRACTS THE EYE OF EVERYONE, EXPERT OR LAYMAN.
- 9— PERFORMS EXCELLENT IN SOUTHERN STATES.
- 10—GOLD WILL BE IN A FAVORABLE SPOT, HAVING LESS COMPETITION IN ITS CLASS, BECAUSE OF ITS UNMATCHABLE COLOR.

We are sure you will be more than pleased with the excellent quality of our clean and healthy stock of this variety.

Just to denounce some dense rumors about GOLD: “It is true a spike of Gold will hardly ever carry more than 15 buds: but will always sell itself at first sight, because of its clean and purest yellow”.

It will be the talk of the shows for a long time too. Besides premium cutflower Gold will find its way through the medium of Seedhouses, Roadstands, Catalogues, as anybody who likes a real yellow Glad will not settle for less.

| | | Price per Dozen | Price per 100 | 250 at 1000 Rate Price per 1000 |
|-------|-------|-----------------|---------------|------------------------------------|
| GOLD: | No. 1 | \$5.00 | \$24.00 | \$180.00 |
| GOLD: | No. 2 | 4.00 | 20.00 | 160.00 |
| GOLD: | No. 3 | 3.00 | 16.00 | 140.00 |
| GOLD: | No. 4 | 2.50 | 14.00 | 120.00 |
| GOLD: | No. 5 | 2.00 | 12.00 | 100.00 |
| GOLD: | No. 6 | 1.50 | 10.00 | 80.00 |

GET STARTED—BIG OR SMALL: TURN YOUR MONEY INTO “ G O L D ”.

“HILLTOPPER”

ORDER BLANK

PETER J. VANDENBERG & SONS

GROWERS AND DISTRIBUTORS OF QUALITY GLADIOLUS

HARDING HIGHWAY (A MILE AWAY FROM HIGH PRICES) NEWFIELD, NEW JERSEY

DATE

SHIP TO:

WHEN ?

| QUANTITY | VARIETY | PRICE | TOTAL |
|----------|---------|-------|-------|
|----------|---------|-------|-------|

TOTAL AMOUNT \$

Prices Per Thousand—250 At 1000 Rate

GROUP 3.

(THE BEST OF THE HIGH STANDARD COMMERCIALS)

| | #1 | 2 | 3 | 4 | 5 | 6 |
|---|------|----|----|----|----|---|
| ELIZABETH THE QUEEN: Best Lavender: Fine Big Tall Growing Stock: Free From Mosaic. | \$22 | 19 | 15 | 11 | 7 | 5 |
| EVANGELINE: Grand dainty light pink, throws huge spikes from small bulbs. Tops for cutflower market. Winner on showtable. Cutflower Growers! this variety will give you man sized Glads with a much wanted color by florists. Bulblets: Quart—\$5.00 Peck: \$30. Bushel: \$110.00 | \$32 | 28 | 24 | 18 | 12 | 8 |
| LEADING LADY: Best White Sport of Picardy. Grand for the showtable. Premium Cut Flower. Stock limited. 100% healthy bulbs. | \$ 4 | 3 | 2½ | 2 | | |
| ORANGE GOLD: Most Beautiful Glowing Orange in Existence: Extra Strong. Healthy Grower. The Color is Magnificent and in Great Demand. Bulblets—Quart: \$5.00 — Peck: \$25.00 | \$32 | 26 | 21 | | | |
| PICARDY: With Healthy Bulbs: Still the King of Glads. We Dare Say: "We handle the largest healthiest stock in the country." Bulbs will be absolutely disease free. | \$22 | 18 | 14 | 10 | 6 | 4 |
| SNOWPRINCESS Best and Most Dependable—Commercial White. | \$20 | 16 | 13 | 10 | | |
| SPIC & SPAN: Best bright pink. Of this variety the demand will exceed the supply this year. (If you have surplus in any size please quote.) | \$28 | 24 | 20 | 16 | 9 | 6 |
| SPOTLIGHT Premium Yellow—On the Cut-Flower Market With Our Healthy Stock—You Will Have Fine Results. | \$26 | 22 | 18 | 12 | | |
| VALERIA: Best Commercial Bright Red—Stock Limited. | \$30 | 25 | 20 | 16 | | |

TERMS: F.O.B. NEWFIELD, NEW JERSEY.

5 PER CENT DISCOUNT FOR CASH WITH ORDER OR 50 PER CENT DOWN, BALANCE 30 DAYS NET.

CREDIT TO ESTABLISHED CUSTOMERS. DELIVERY ANY TIME BETWEEN DECEMBER 15, 53 AND MAY 1, 54.

SEND YOUR ORDER EARLY AS POSSIBLE! YOU WILL FIND THIS YEARS BULB-MARKET MOVING SWIFTLY.

BE ASSURED OF OUR EXCELLENT QUALITY—WE WILL LIVE UP TO OUR MOTTO !

SATISFACTION GUARANTEED

IN THE MEANTIME WE THANK YOU FOR PASSED FAVORS AND HOLD OURSELVES READY TO SERVE YOU RIGHT.

SINCERELY,
PETER J. VANDENBERG & SONS

THE RAJAH

Finest brightest purple: another one which excels any one in its class for color, and beauty. Easy Grower, Excellent Propagator. Will be much spoken of when put on the showtable.

The RAJAH will turn out to be a great friend of the public. No better one in this color for local market and roadstands.

| | | 250 at 1000 Rate | |
|------------|--------|------------------|----------|
| | | Per Dozen | Per 1000 |
| The Rajah: | No. 1— | \$3.00 | \$12 |
| | No. 2— | 2.50 | 10 |
| | No. 3— | 2.00 | 7 |
| | No. 4— | 1.50 | 5 |
| | No. 5— | 1.25 | 4 |
| | No. 6— | 1.00 | 3 |

Bulblets: 1 Pint—\$15.00 — 1 Quart \$25.00

SANS SOUCI

Though we are skeptical in regard to Holland Originations and recommendations, we heartily recommend a good start in this beautiful big real red with best growing habits, throwing a huge spike even from a number 5.

With the shortage of good red Glads, this variety will find a worthy place in the Glad world.

It outperforms all other reds in growing and producing fine salable spikes from smaller sized bulbs. Bulb and Flower-growers get this one started, you will grow it faster than it could drop in price. Excellent show Glad too.

| | | Per Dozen | Per 100 | Per 1000 |
|------------|--------|-----------|---------|----------|
| SANS SOUCI | No. 1— | \$2.00 | \$9.00 | \$50 |
| | No. 2— | 1.50 | 8.00 | 45 |
| | No. 3— | 1.00 | 7.00 | 40 |
| | No. 4— | 0.75 | 5.00 | 35 |
| | No. 5— | 0.50 | 4.00 | 25 |

BULBLETS—PER QUART: \$25.00

Mother Fisher

ONE OF THE MOST PROMISING NEW WHITES. NICELY RUFFLED. EXCELLENT GROWER AND FINE CUTTER.

| | Per Dozen | Per 100 |
|--------|-----------|---------|
| No. 1— | \$3.00 | \$15.00 |
| No. 2— | 2.50 | \$12.00 |
| No. 3— | 2.00 | \$10.00 |
| No. 4— | 1.50 | \$ 8.00 |

“Watch HILLTOPPER Climb To The Top”

(MORE NEWS ABOUT THIS GOALGETTER IN OUR NEXT ISSUE)

GROUP 2
(THE BEST OF THE EARLY ONES)

BRIDAL ORCHID

Now in the reach of the Commercial Growers! Our prices will enable you to make money with this Grand and tall early light lavender (Reported one week earlier than Queen).

We have a large healthy stock in all sizes. Use the bigger sizes for early, for later #3, 4, 5, and even #6 will give you fine big spikes. Florists like this dainty pastel-lavender shade very much. Make big plantings: you won't be sorry.

| Bridal Orchid: | No. | 250 at 1000 Rate | |
|----------------------|-----|------------------|------------------|
| | | Per 100 | Per 1000 |
| | 1— | \$5.00 | \$34.00 |
| | 2— | 4.00 | 30.00 |
| | 3— | 3.00 | 22.00 |
| | 4— | 2.00 | 16.00 |
| | 5— | 1.50 | 10.00 |
| | 6— | 1.00 | 7.00 |
| Bulblets: Quart \$8. | | Peck: \$50. | Bushel: \$150.00 |

FRIENDSHIP

The beautiful frosty pink with the great value of earliness. Quit Rosa Van Lima: Switch to Friendship for much better Production. I have seen Friendship from North to South. It did wonderful everywhere. Bulbgrowers! Stock up on planting stock and bulblets, you will find a swift market in the future.

| Friendship | # | 250 at 1000 Rate | |
|----------------------|----|------------------|---------------|
| | | Per 100 | Per 1000 |
| | 1— | \$6.00 | \$42.00 |
| | 2— | 5.00 | 38.00 |
| | 3— | 4.00 | 25.00 |
| | 4— | 3.00 | 18.00 |
| | 5— | 2.00 | 14.00 |
| | 6— | 1.50 | 10.00 |
| Bulblets: Quart 5.00 | | Peck \$30 | Bushel \$100. |

ROSE CHARM

One of the very earliest. Clear rose with light throat. It will always hit your early cutflowermarket first. Blooms in 67 days. Good cutter and tall enough. Fine healthy grower. Real value for early.

| Rose Charm | # | 250 at 1000 Rate | |
|------------------------|----|------------------|-----------------|
| | | Per 100 | Per 1000 |
| | 1— | \$6.00 | \$42.00 |
| | 2— | 5.00 | 34.00 |
| | 3— | 4.00 | 28.00 |
| Bulblets: Quart \$5.00 | | Peck \$30.00 | Bushel \$100.00 |

LADY ANNE

Large earliest white, vigorous grower. Stock limited.

| Lady Anne | # | 250 at 1000 Rate | |
|-----------|----|------------------|----------|
| | | Per 100 | Per 1000 |
| | 1— | \$6.00 | \$44.00 |
| | 2— | 5.00 | 38.00 |
| | 3— | 4.00 | 32.00 |